

AI for Pharma Storytelling & Content

Learn how to craft compelling narratives, generate compliant content and scale engagement with modern AI tools

TOPICS

- AI-supported storytelling fundamentals
- Evidence-based content development
- Modular content & scalable workflows
- Prompting, ideation and content generation
- EU AI Act & compliance essentials
- Cross-channel activation & practical use cases

YOUR SPEAKERS



Sascha Keller
Xperience Digital, Hünfelden



Dr Anke Thiedemann
RWT Anwaltskanzlei GmbH,
Reutlingen



Maik Lange
Bayer AG, Berlin



Piotr Wrzosinski
BD Polska sp. z o.o., Warsaw

AI for Pharma Storytelling & Content

Aims and objectives

This seminar equips participants with the skills to design evidence-based content and cross-channel brand narratives that can be confidently and efficiently scaled with AI. Participants learn how to use GenAI in a way that enhances strategic clarity, strengthens scientific storytelling and improves content quality - without compromising regulatory compliance, medical accuracy or brand integrity.

Through practical frameworks, real Pharma use cases and hands-on exercises, attendees discover how to structure ideation, generate high-quality content variants, and activate them across channels in a compliant, efficient and audience-appropriate way. They gain a clear understanding of emerging AI trends, new content workflows and the requirements of the EU AI Act, enabling them to apply AI technologies responsibly and effectively within their organisations.

Who should attend?

This seminar is designed for professionals involved in pharma marketing and content development who want to apply AI effectively and compliantly in their daily work. Participants should have basic prior experience working with AI tools.

This online-seminar is ideal for:

- Brand and Product Managers
- Medical Writers moving into marketing roles
- Digital and Social Media Managers
- Agency Copywriters and Content Leads

YOUR SPEAKERS



Sascha Keller

Xperience Digital, Hünfelden
Digital Marketing Allrounder and AI Trainer



Maik Lange

Bayer AG, Berlin
Generative AI Transformation Lead & Mission Master, Visionary Strategist Marketing & Healthcare Innovation Enthusiast



Dr Anke Thiedemann

RWT Anwaltskanzlei GmbH,
Reutlingen
Managing Partner of RWT Anwaltskanzlei GmbH



Piotr Wrzosinski

BD Polska sp. z o.o., Warsaw
Head of EMEA Omnichannel Delivery Center

Your benefits

- Gain practical skills to create evidence-based, compliant pharma content with the support of modern AI tools.
- Learn how to design scalable cross-channel narratives that strengthen brand storytelling.
- Understand how to apply modular content principles and AI-driven workflows for greater efficiency and consistency.
- Build confidence in using AI safely through insights on the EU AI Act.

Your Programme from 9:00 am - 5:00 pm CET/CEST

Smart Storytelling in the Age of AI

Maik Lange

- How one genAI tool changed everything (Business Case)
- Agentic content production and automation (Show Case)
- Insights Content Trends Hyper personalization and GEO
- Outlook Trends Content Marketing for Agents and LLMs

AI for Content Creation & Modular Content Foundations

Sascha Keller

- Deep Research, AI agents and structured ideation workflows
- Targeted prompting for more reliable and professional outputs
- Examples and tips for text, consistent image and video generation in Pharma marketing
- Multi-asset tools for content marketing - from visuals, stories, videos to your personal AI avatar

The EU AI Act: Essentials for Pharma Marketers

Dr. Anke Thiedemann

- Classification of AI systems under the EU AI Act
- High-risk vs. low-risk AI in Pharma communication
- Use-case boundaries for marketing, medical and digital
- Documentation & traceability requirements
- What reviewers and compliance offices will expect
- Implications for generated text, images & video
- Practical do's and don'ts for content teams

Strategic Implementation & Applied AI Use Cases in Pharma Marketing

Piotr Wrzosinski

- Strategy-to-practice transition: What teams actually need to build.
- AI-ready content & engagement frameworks: Insights from the practitioner's perspective.
- Practical application of AI: Strategies for scalable, compliant omnichannel activation.
- Personalization at scale: ML-driven personalization, customer journeys, and channel adaptation.
- System Integration: Integrating CRM/MarTech systems (Veeva, Salesforce, Marketo) with AI workflows.

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REGISTRATION UNDER

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REGISTRATION FORM

Yes, I will attend

AI for Pharma Storytelling & Content

Yes, I agree that FORUM Institut may inform me about events by:
 email; and/or telephone.
I may withdraw my consent at any time.

Name

Position, department

Company

Street

Post code, city, country

Tel. no./Fax no.

E-mail

Contact person at office

Date, signature

Date

Thursday, 2 July 2026 - online
9:00 am - 5:00 pm CET/CEST

Fee

€ 1290.00 (+ German VAT)

The fee includes high-quality course material and a participation certificate for download, access to the Learning Space as well as technical support including a test meeting.

How our online events work

- Our online events are live and interactive. They can be accessed in the Learning Space, where you will also find the programme, the list of participants and all relevant documents.
- You can access the Learning Space with the same account you use for the customer portal.
- The free pre-meeting helps you resolve any technical issues before the event.
- Continuous support during the online event guarantees that you concentrate entirely on the training.
- We guarantee the highest quality according to ISO 9001 and ISO 21001.

CANCELLATION POLICY

Our general terms and conditions (as of 01 June 2024) apply and are available upon request. We can send them to you at any time. Alternatively, you can access them online at www.forum-institut.com/t&c

YOUR CONTACT



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